

**Dr. Harsh Mishra**

**Correspondence Address**

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**Work Experience**

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- ✓ At Present, working as **Associate Professor** with the Department of Journalism & Mass Communication, School of Journalism, Mass Communication & New Media, Central University of Himachal Pradesh.

**Primary Responsibilities**

- Teaching Post-Graduate Classes.
- Guiding Doctoral Research.

**Subjects Offered**

- Corporate Communications
- Advertising
- Copywriting for Advertising
- Principles of Communication
- Communication Theory
- Business Journalism

## Areas of Research Interest

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- Journalism Studies
- Corporate Communications
- Advertising

## Academic Qualification

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- ✓ Ph.D. in Journalism & Mass Communication from the Department of Journalism and Mass Communication, University of Lucknow.
- ✓ MA in Journalism & Mass Communication from the Department of Journalism & Mass Communication, University of Lucknow.
- ✓ UGC **NET-JRF** in Journalism & Mass Communication.

## Major Research Publications

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- ✓ Arora, U., **Mishra, Harsh**, & Bhaskaran, H. (2025). **Journalism students' perception of learning statistics: a study in India.** Media Practice and Education, 1–17. <https://doi.org/10.1080/25741136.2025.2481531> **(Scopus Indexed)**
- ✓ Bhaskaran, H., Kashyap, G., & **Mishra, Harsh**. (2024). Teaching Data Journalism: A Systematic Review. Journalism Practice, 18(3), 722–743. <https://doi.org/10.1080/17512786.2022.2044888> **(Scopus / Web of Science Indexed)**
- ✓ Kashyap, G., **Mishra, Harsh**, & Bhaskaran, H. (2023). Data journalists' perception and practice of transparency and interactivity in Indian newsrooms. Media Asia, 50(1), 24–42. <https://doi.org/10.1080/01296612.2022.2076324> **(Scopus Indexed)**

- ✓ **Mishra, Harsh & Sharma, Aditi. (2021) The Role of Employer Branding in the Creation of Powerful Corporate Brands.** Employer Branding for Competitive Advantage Models and Implementation Strategies. Published by CRC Press, Taylor & Francis Group. <https://doi.org/10.4324/9781003127826-3> **(Scopus Indexed)**
- ✓ Kashyap, G., Bhaskaran, H., & **Mishra, Harsh.** (2020). **“We need to find a revenue model”:** Data journalists’ perceptions on the challenges of practicing data journalism in India. *Observatorio (OBS\*)*, 14(2). <https://doi.org/10.15847/obsobs14220201552> **(Scopus Indexed)**
- ✓ Bhaskaran, Harikrishnan, Sandeep Sharma, Pradeep Nair, and **Mishra, Harsh.** **Encroachers and victims: Framing of community dynamics by small-town journalists in Dharamshala, India.** *Newspaper Research Journal* 41, no. 3 (2020): 333-348. <https://doi.org/10.1177/0739532920950045> **(Scopus Indexed)**
- ✓ Bhaskaran, H., **Mishra, Harsh,** & Nair, P. (2019). **Journalism Education in Post-Truth Era: Pedagogical Approaches Based on Indian Journalism Students’ Perception of Fake News.** *Journalism & Mass Communication Educator*, 74(2), 158–170. <https://doi.org/10.1177/1077695819830034> **(Scopus Indexed)**
- ✓ Bhaskaran, H., **Mishra, Harsh.** & Nair, P. (2017) **Contextualizing Fake News in the Post-Truth Era: Journalism Education in India,** *Asia Pacific Media Educator*, 27 (1). Sage & University of Wollongong, New Delhi, 41-50. <https://doi.org/10.1177/1326365x17702277> **(Scopus Indexed)**
- ✓ Nair, Pradeep & **Mishra, Harsh.** (2015) **Mobile Advertising: The Indian Perspective.** *Mobile Electronic Commerce: Foundations, Development, and Applications*, 241-263. Published by CRC Press, Taylor & Francis Group. <https://doi.org/10.1177/0976091120110203> **(Scopus Indexed)**

- ✓ Srivastava, M., & **Mishra, Harsh.** (2011). Internet Advertising in India-Opportunities and Obstacles. Media Watch, 2(2), 18-24. <https://doi.org/10.1177/0976091120110203> (**Scopus Indexed**)

## Research Performance Indicators

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- ✓ Number of international publications – 10
- ✓ Number of citations – 198
- ✓ Number of citations of the highest cited publication – 70
- ✓ h-index – 6
- ✓ i-10 index - 4
- ✓ Number of PhDs awarded under my supervision – 3
- ✓ Number of Research scholars enrolled under my supervision – 4
- ✓ Number of PG Dissertations awarded under my supervision – 11
- ✓ Google Scholar Profile - <https://scholar.google.com/citations?user=0ews4UwAAAAJ&hl=en>
- ✓ Scopus Profile – <https://www.scopus.com/authid/detail.uri?authorId=57195402974>
- ✓ ORCID - <https://orcid.org/0000-0002-2881-6330>

## Other Publications

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- ✓ Indian Advertising – Going Desi is the Way Forward. Tarangan – House Journal of Bank of India. September, 2012.
- ✓ Let's use Satyarthi-Malala Nobel as a catalyst for change. Hindustan Times, Lucknow Edition. December, 2014.
- ✓ Published an article on the work culture in government organizations in I-next newspaper published by the Dainik Jagran Group in 2014.
- ✓ Published an article on need for skill development amongst Indian youth in हिंदुस्तान newspaper published from Lucknow.
- ✓ 50 रुपये में जीवन-भर का सबक मिला। हर्ष मिश्रा। तहलका हिंदी पत्रिका। दिनांक - ११ अगस्त, २०१४।

## Invited Lectures

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- ✓ Delivered an invited lecture on ***“Role of Media in Sensitizing the Adolescents towards Climate Change”*** during an Online Workshop sponsored by the UNICEF and organized by the University of Lucknow in 13<sup>th</sup> May, 2022.
- ✓ Delivered an invited lecture on ***“Social Media and Responsible Youth Behaviour”*** during an Online Workshop sponsored by the UNICEF and organized by the University of Lucknow in 22<sup>nd</sup> March, 2022.
- ✓ Delivered an invited lecture on ***“Ethics of Data Journalism”*** during an Online Workshop sponsored by the UNICEF and organized by the University of Lucknow on 04<sup>th</sup> September, 2021.

- ✓ Delivered an invited lecture on “**Active Listening & Barriers to Active Listening**” during the Induction Training Program for Deputy Superintendents of Police organized by the Himachal Pradesh Police Training College, Kangra in November 2021.
- ✓ Delivered an invited lecture on “**Active Listening & Barriers to Active Listening**” during a train the trainers training program organized by the Himachal Pradesh Police Training College, Kangra in October 2021.
- ✓ Delivered an invited lecture on “**Media Literacy**” during an in-service training program for assistant professors organized by the Government College of Teacher Education, Dharamshala in June 2018.
- ✓ Delivered an invited lecture on “**News Agency**” during a training program for working journalists organized by the Central University of Himachal Pradesh, Dharamshala and Matrividana Sansthan in February, 2016.
- ✓ Delivered an invited lecture on “**Corporate Communications**” during an in-service training program for assistant professors organized by the Government College of Teacher Education, Dharamshala in August 2014.

### **Training Programs Attended**

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- ✓ 3<sup>rd</sup> Refresher Course in Indian Knowledge Tradition, Ethics and Human Values (IDC) organized by the UGC-MMTTC, JNU, New Delhi from 11 to 24 December, 2024.
- ✓ Online Subject Refresher Course in Human Rights organized by the UGC-HRDC, Aligarh Muslim University, Aligarh from 08 to 21 September, 2021.
- ✓ News and Information Literacy Programme organized by the FactShala India Media Literacy Network and sponsored by Google from 22-24 September 2020.

- ✓ Completed Practical Review Course by Publons Academy on 15 June, 2020.
- ✓ Online course on Introduction to Reporting – Beat Basics by Poynter.
- ✓ Winter School organized by the UGC-HRDC, University of Lucknow from 1 to 22 December, 2017.
- ✓ Three Day Capacity Building Programme on “मुक्त शैक्षणिक संसाधन सामग्री निर्माण” organized jointly by the School of Education and Commonwealth Education Media Centre for Asia (CEMCA) from 19 to 21 April, 2017.
- ✓ One Week Faculty Development Programme on Emerging Trends of ICT in Higher Organization organized by the MOOCS Cell, Central University of Himachal Pradesh from 9 to 15 June, 2016.
- ✓ Refresher Course in Information Technology organized by the UGC-HRDC, University of Lucknow from 9 to 31 December, 2016.
- ✓ ICSSR sponsored Two-Week Capacity Building Programme from 16 to 28 March 2015, organized by the Department of Social Work, University of Lucknow.
- ✓ Orientation Programme (OP - 116) from 2 to 31 July, 2014, organized by the Academic Staff College, University of Lucknow.
- ✓ Two-day Workshop on “Communication & Case Analysis” organized by the School of Business & Management Studies, Central University of Himachal Pradesh from May 13 to May 14, 2014.
- ✓ 45 Days Internship with Zee News, Mumbai during July-August, 2008.

### **Other Contributions to the Academia**

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- ✓ Member, Board of Studies, Department of Journalism & Mass Communication, Central University of Himachal Pradesh.

- ✓ Member, School Board, School of Journalism, Mass Communication & New Media, Central University of Himachal Pradesh.
- ✓ Internship In-charge of the Department of Journalism & Mass Communication from 2013 to 2020.
- ✓ Coordinator, Two-Day Film Festival & Workshop on The Techniques of Film Making in November 2015.
- ✓ Member, Organizing Committee of a 10 Day Training Workshop for Budding Journalists organized jointly by the Deen Dayal Upadhyay Kaushal Kendra and the School of Journalism, Mass Communication & New Media, Central University of Himachal Pradesh from 05 to 14 February, 2016.
- ✓ Member, Organizing Committee of a Two-day National Conference on entitled "*उच्च शिक्षा में कौशल विकास*" organized by the Deen Dayal Upadhyay Kaushal Kendra, Central University of Himachal Pradesh in March 2016.
- ✓ Member, Action Committee of the Swachh Bharat Mission of the Central University of Himachal Pradesh.
- ✓ Coordinator, International Yoga Day – 2017 celebrations for the Central University of Himachal Pradesh.
- ✓ Member, Committee for Coordinating Interaction of Students with the NAAC Peer Team during their visit to the Central University of Himachal Pradesh in 2017.
- ✓ Member, Course Designing Committee for B. Voc. In Mass Communication during the Academic Year 2016-17.

- ✓ Member, Organizing Committee of a Two-day National Seminar on entitled "*पंडित दीन दयाल उपाध्याय: दर्शन एवं सामाजिक विचार*" organized by the Deen Dayal Upadhyay Kaushal Kendra, Central University of Himachal Pradesh in March 2018.
- ✓ Member, Anti-Ragging Squad, Central University of Himachal Pradesh.
- ✓ Member, Organizing Committee of a One-Week Faculty Development Programme from 25 to 31 March 2019 on "*नई तालीम, अनुभवजन्य अधिगम, कार्य शिक्षा एवं सामुदायिक सहभागिता*" organized jointly by Mahatma Gandhi National Council of Rural Education and Central University of Himachal Pradesh.
- ✓ Coordinator – Alumni Cell of the Department of Journalism & Mass Communication, Central University of Himachal Pradesh.
- ✓ Coordinator – New Education Policy – 2020 implementation committee of the Department of Journalism & Mass Communication, Central University of Himachal Pradesh.